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- "From Neckties to Nikes: Starting an alumni merchandising program demands more than just

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- "More for Love Than Money: At one independent school, the bottom line for merchandising is alumni loyalty" (merchandising, independent schools). Willard G. Wyman III, September 1990, p. 32.
- "Postage Due? As the post office audits nonprofit mailers, alumni associations face conflicting rules—and back postage bills" (postal/mailling). Mike McNamee, February 1990, p. 12.
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- "Planned Giving Debate: Whose Interest Comes First? Side 1: It's simple. Your institution pays you; the donor doesn't" (planned giving). Douglas E. White, September 1990, p. 54.
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Hart, February 1990, p. 40.

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Gary L. Martin, May 1990, p. 22.

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"The Real Bottom Line: All our efforts are pointless if they don't accomplish one thing: better-educated students" (advancement and education). Douglas M. Wilson, November/December 1990, p. 80.

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"There Is So Much Good That We Do: CASE's former board chair takes a brief look back at the sureties and surprises of 1989-90" (CASE programs and activities). Warren Heemann, November/December 1990, p. 10.

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Born to Raise: What Makes a Great Fundraiser; What Makes a Fundraiser Great, Jerold Panas, March 1990, p. 52 (reviewed by Michael J. Worth).

Changing Demographics: Fund Raising in the 1990s, Judith E. Nichols, November/December 1990, p. 64 (reviewed by Michael J. Worth).

Designs for Fund-Raising, Harold J. Seymour, November/December 1990, p. 63 (reviewed by Michael J. Worth).

Handbook for Alumni Administration, edited by Charles Webb, January 1990, p. 57 (reviewed by Roy Vaughan).

Higher Education and State Governments: Renewed Partnerships, Cooperation, or Competition? Edward R. Hines, January 1990, p. 58 (reviewed by Howard Ray Rowland).

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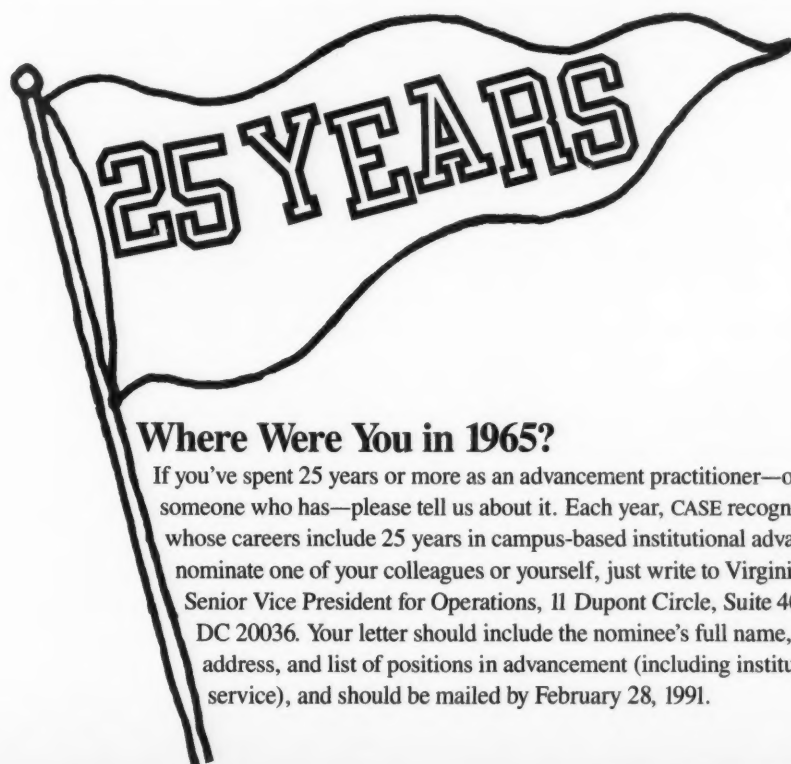
Minorities on Campus: A Handbook for Enhancing Diversity, edited by Madeleine F. Green, January 1990, p. 58 (reviewed by Howard Ray Rowland).

The Nonprofit Economy, Burton A. Weisbrod, July/August 1990, p. 51 (reviewed by Michael J. Worth).

The Old College Try: Balancing Athletics and Academics in Higher Education, John R. Thelin and Lawrence L. Wiseman, May 1990, p. 51 (reviewed by Howard Ray Rowland).

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edited by Richard E. Lapchick and John B. Slaughter, May 1990, p. 52 (reviewed by Howard Ray Rowland).

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Alumni Periodical Goals, Resources, and Quality: A Study of the Perceptions of Campus Editors, Alumni Professionals, and Journalism Educators, Donna Marie Shoemaker, April 1990, p. 51 (reviewed by Robin Goldman).

Applying Alumni Research to Fund Raising, Gerlinda S. Melchiori, November/December 1990, p. 60 (reviewed by Robin Goldman Netherton).

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"Postage Due? As the post office audits nonprofit

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"Putting Theory to Work: A look at an essential element of communications strategy: the diffusion process" (research findings, PR plans, communication theory). Peter H. Hollister, February 1990, p. 30.

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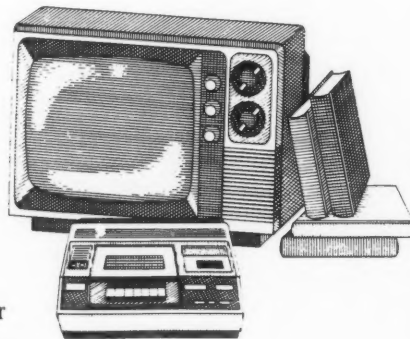
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"Magazine Miracles: Advice on excellence for underfunded, understaffed campus editors" (small shop, content). Catherine L. O'Shea, June 1990, p. 48.

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